

ORDER



Orders
Order / Rev: 184387
Alt Order #:
Product Desc: Coffman for Congress
Estimate: 2670
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 08/14/12 / 08/14/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency Name: American Media Advocacy Group
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Congress/Coffman (R)
Demographic: A25-54
Product Codes: PL3-US House Rep
Priority: P3
Revenue Codes: POL, POL, CAND

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	70	\$70,635.00	\$60,039.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	70	\$70,635.00	\$60,039.75	0.00
Totals	70	\$70,635.00	\$60,039.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/06/12	10/06/12	ABC College FB - Prime/CA ABC College FB - Prime/PA (7:00 PM-9:30 PM)	CA	6P-930P -----S-	:30	1	\$2,700.00	P3	0.00	NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-----S-		1		\$2,700.00		0.00				
N 2	KMGH	10/02/12	10/08/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P 11111--	:30	5	\$1,500.00	P3	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	11111--		5		\$1,500.00		0.00				
N 3	KMGH	10/06/12	10/06/12	10P NEWS - SAT 10P NEWS (SAT)	CA	10P-1037P -----S-	:30	1	\$625.00	P3	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-----S-		1		\$625.00		0.00				
N 4	KMGH	10/07/12	10/07/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P -----S	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-----S		1		\$1,500.00		0.00				
N 5	KMGH	10/02/12	10/08/12	Nightline Nightline	CA	1037P-1103P 11111--	:30	5	\$675.00	P3	0.00	NM	5	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	11111--		5		\$675.00		0.00				
N 6	KMGH	10/07/12	10/07/12	SUN Sports Extra-KMGH 10P News Sunday Sports	CA	1037P-11p -----S	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-----S		1		\$450.00		0.00				

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KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KMGH	10/04/12	10/04/12	ABC Thurs B ABC Thurs B	CA	8P-9P	---T---	:30	1	\$5,050.00	P3	0.00	NM	1	\$5,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	---T---		1				\$5,050.00		0.00			
N 8	KMGH	10/03/12	10/03/12	ABC Wed A ABC Wed A	CA	7P-8P	--W----	:30	1	\$3,450.00	P3	0.00	NM	1	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	--W----		1				\$3,450.00		0.00			
N 9	KMGH	10/02/12	10/02/12	ABC Tue A ABC Tue A	CA	7P-8P	-T-----	:30	1	\$5,000.00	P3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-T-----		1				\$5,000.00		0.00			
N 10	KMGH	10/08/12	10/08/12	ABC Mon C Mon C	CA	9P-10P	M-----	:30	1	\$5,700.00	P3	0.00	NM	1	\$5,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	M-----		1				\$5,700.00		0.00			
N 11	KMGH	10/08/12	10/08/12	ABC Mon A Dancing With The Stars	CA	7P-9P	M-----	:30	1	\$6,000.00	P3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	M-----		1				\$6,000.00		0.00			
N 12	KMGH	10/02/12	10/08/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	111-1--	:30	4	\$1,575.00	P3	0.00	NM	4	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	111-1--		4				\$1,575.00		0.00			
N 13	KMGH	10/03/12	10/08/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	1-11---	:30	3	\$1,375.00	P3	0.00	NM	3	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	1-11---		3				\$1,375.00		0.00			
N 14	KMGH	10/07/12	10/07/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P	-----S	:30	2	\$525.00	P3	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S		2				\$525.00		0.00			
N 15	KMGH	10/06/12	10/06/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p	-----S-	:30	2	\$375.00	P3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S-		2				\$375.00		0.00			
N 16	KMGH	10/02/12	10/08/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	11111--	:30	5	\$750.00	P3	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11111--		5				\$750.00		0.00			
N 17	KMGH	10/02/12	10/02/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P	-1-----	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-1-----		1				\$400.00		0.00			
N 18	KMGH	10/02/12	10/08/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	11111--	:30	5	\$275.00	P3	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11111--		5				\$275.00		0.00			
N 19	KMGH	10/02/12	10/08/12	The View THE VIEW	CA	10A-11A	11111--	:30	5	\$450.00	P3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11111--		5				\$450.00		0.00			
N 20	KMGH	10/02/12	10/08/12	Millionaire 930A Millionaire	CA	930A-10A	11111--	:30	5	\$200.00	PREE	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11111--		5				\$200.00		0.00			
N 21	KMGH	10/02/12	10/08/12	Inside Edition 9A Inside Edition 9A	CA	9A-930A	11111--	:30	5	\$200.00	PREE	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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N21	KMGH	10/02/12	10/08/12	Inside Edition 9A Inside Edition 9A	CA	9A-930A	11111--	:30	5	\$200.00	PREE	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	11111--	5		\$200.00		0.00						
N22	KMGH	10/07/12	10/07/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$315.00	P3	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	-----S	1		\$315.00		0.00						
N23	KMGH	10/07/12	10/07/12	ABC GMA SUN GMA SUN	CA	Sun GMA 6A-7A	-----S	:30	1	\$120.00	P3	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	-----S	1		\$120.00		0.00						
N24	KMGH	10/06/12	10/06/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A	-----S-	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	-----S-	2		\$300.00		0.00						
N25	KMGH	10/02/12	10/08/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	11111--	:30	5	\$625.00	P3	0.00	NM	5	\$3,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	11111--	5		\$625.00		0.00						
N26	KMGH	10/02/12	10/08/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	11111--	:30	5	\$625.00	P3	0.00	NM	5	\$3,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	11111--	5		\$625.00		0.00						
													Totals	70	\$70,635.00